

Downtown Tigard

Public Plaza Location Study



City of Tigard
28 June 2007

Introduction



- In order to become familiar with downtown Tigard and better understand the area's existing conditions, opportunities and constraints, Leland Consulting Group's (LCG) project staff met with downtown Tigard planning staff, conducted a walking tour of the Downtown area, and reviewed relevant planning and policy documents, including the Tigard Downtown Improvement Plan and Implementation Strategy and City Center Urban Plan.
- Based on preliminary market research, LCG determined the general location that would be most suitable for a public plaza and evaluated three potential plaza sites.
- A general discussion of key considerations that will impact the redevelopment process is followed by a detailed summary of the opportunities and constraints of each of the three "option" sites.



Market Factors

Market Potential

- Market opportunities today in downtown Tigard are primarily residential, not office or retail. Existing Westside office districts such as Kruse Way, Washington Square, and the Tigard Triangle offer stronger environments for office development.
- The proximity of downtown to these employment centers and easy access to Highway 217 and I-5 strengthens downtown Tigard's potential for housing.
- The Village at Main apartments are one of the highest priced apartments in Tigard. This indicates that the greater downtown area may support additional housing development.
- Support retail (convenience goods, restaurants) will continue to develop on a small-scale basis as development occurs (including as the ground-floor use in a mixed-use building).
- Large retail-only projects are not likely in the vicinity of a new plaza.
- Office and retail uses may be more viable over the long term, after housing has become more established.
- Retail uses are likely going to be limited to Main Street for the next 3 to 5 years. Retail on Burnham street is only a long-term potential after significant amounts of housing has been build and most retail spaces on both sides of Main Street are revitalized and full.



Plaza Location Strategy

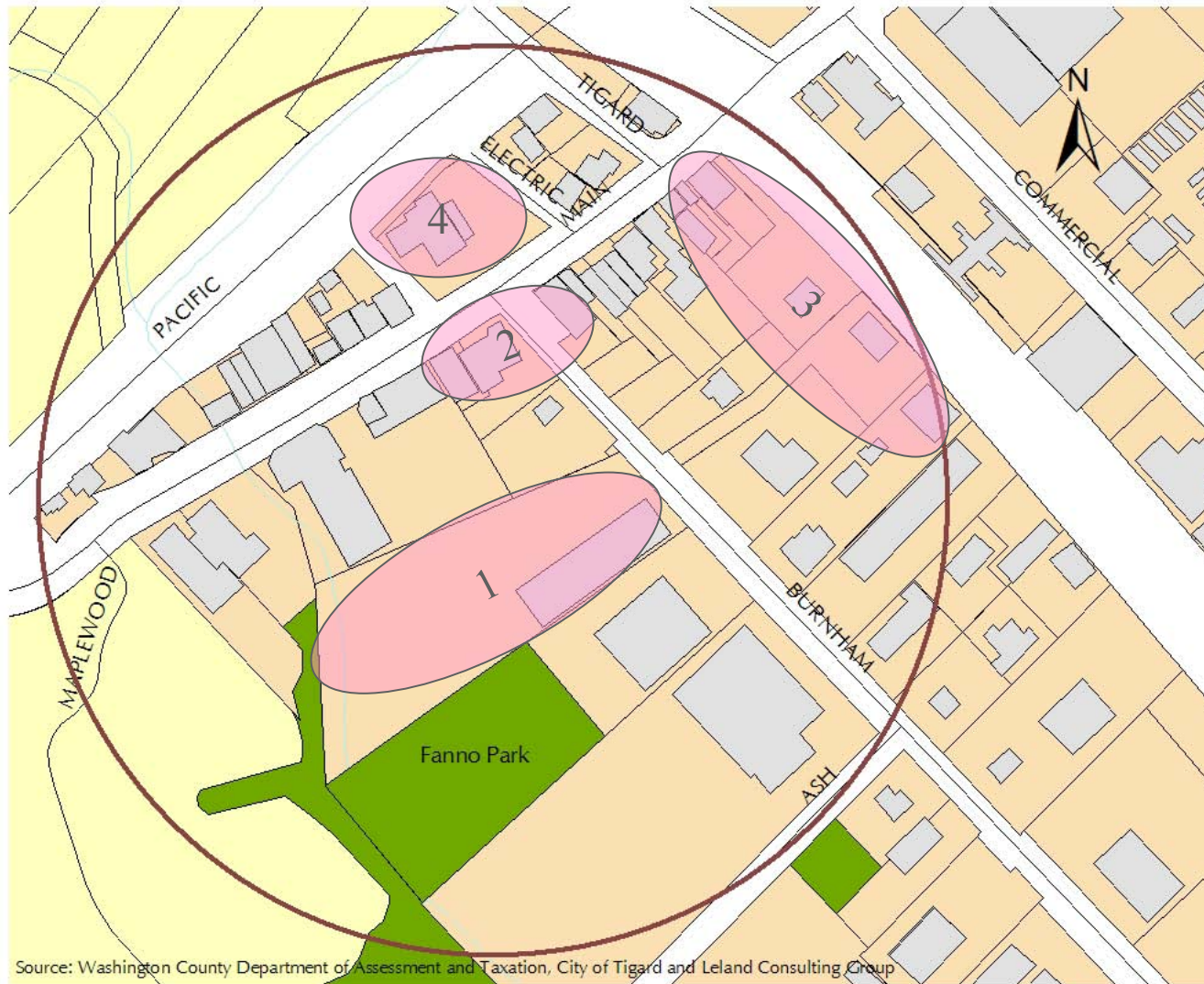
General Locational Considerations

- Recent development energy is focused on the west end of downtown.
- The intersection of Burnham and Main effectively functions as Downtown Tigard's "100 Percent Corner."
- The area along Burnham between Ash and Main has good potential for housing development. This includes both the area between Burnham and the railroad and between Burnham and Fanno Creek.
- Only consider sites that are west of the railroad tracks – this is the strongest section of downtown.
- Revitalization (e.g., A-BOY, Max's Fanno Creek Brew Pub and the rehabilitation of the former Cash's Realty building into a new tile/flooring company) is already occurring west of the railroad – reinforce it with the plaza. Development will be stronger here, too, due to the market precedence.

Development Strategy

- Development around the plaza should make economic sense on its own – consider the plaza a "bonus" feature.
- Encourage active ground floor uses around the plaza. Residential users on a ground floor will not want to directly front onto a public plaza (no privacy).
- As a catalyst project, rental housing, as opposed to ownership housing, usually kicks off downtown revitalization. Renters only need to make a short-term commitment to a place. Once a trend of revitalization is established, later phases of redevelopment can introduce ownership housing. If the plaza is built in the early phases of downtown development, then sites that are amenable to housing should be sought.

Plaza Location Context Map



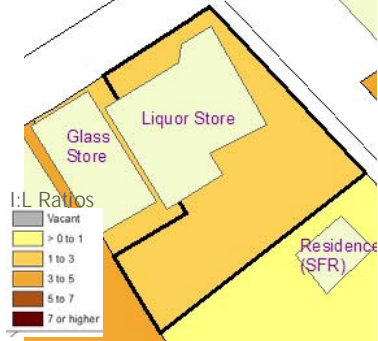
This map shows potential plaza locations that were initially identified by Walker Macy.

Based on preliminary market research, location 3, which abuts the railroad and is less accessible from Main and Burnham than the other locations, was eliminated. Lots adjacent to location 3 are generally small and narrow. Therefore, if a plaza were sited in location 3, it would be more costly and challenging to facilitate the redevelopment of surrounding lots.

Four plaza location options within areas 1, 2 and 4 of the Plaza Location Context Map have been identified. These options are reviewed in detail on pages 6 through 9 of this report.

Option 1 – Tigard Liquor Store Property

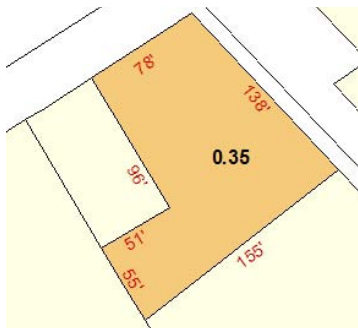
Land Use and Development



Ownership Patterns



Lot Size and Dimensions



Considerations

The site has good visibility from Main Street and Burnham.

Given that Option 1 fronts Main Street, an existing retail thoroughfare, adjacent development could include both housing and retail uses.

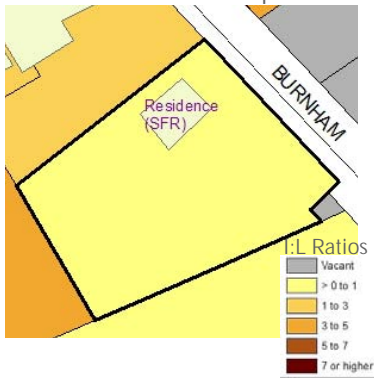
Improvement to land value ratios are low (indicating good redevelopment potential).

While the Liquor Store site is somewhat further removed from Fanno Park that Options 2 and 4, it is possible to link the site to the Park through a public pathway along Burnham or the western edge of the site.

The Tigard Liquor Store, a successful business that draws people downtown, is a desirable use and should be retained and relocated to an alternate site downtown.

Option 2 – Dolan Property

Land Use and Development



Ownership Patterns



Lot Size and Dimensions



Considerations

Although the Dolan property abuts the Tigard Liquor Store, an existing retail use on Main Street, it lacks visibility from Main Street and is somewhat removed from the downtown retail core. Accordingly, the site is not a strong location for retail and housing will be the most appropriate and supportable adjacent use.

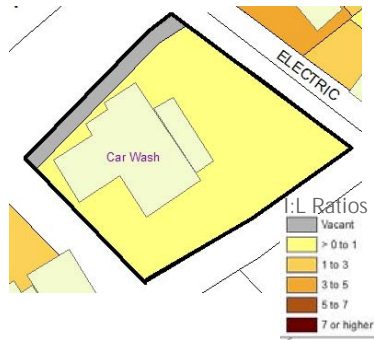
If housing is developed adjacent to the plaza, it will be necessary to create a buffer, such as a small roadway or a walking path, so that the “front door” of the housing project does not open up onto the plaza.

A liquor store is not a suitable neighboring use for a public plaza. Therefore, the City and SEDA will need to work with the owner of the Tigard Liquor Store to find an alternate downtown location for this business.

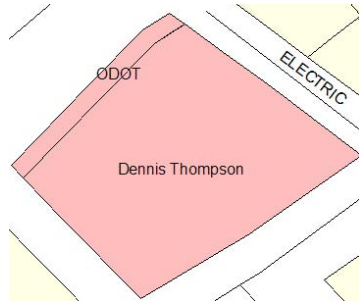
This site is underutilized. The existing single family home in the northwest corner of the site, occupies only a small portion of the property.

At less than 1.0, the improvement to land value ratio is very low, indicating high redevelopment potential. This site is closer to Fanno Creek Park than Options 1 and 3.

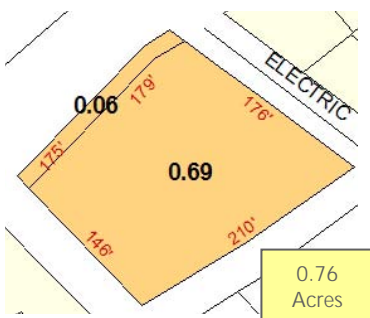
Land Use and Development



Ownership Patterns



Lot Size and Dimensions



Considerations

The existing car wash is a noisy, auto-oriented use inappropriate for downtown. It could be relocated to a site with more drive-by automobile traffic and higher visibility.

Improvement to land value ratios are low.

The site is highly prominent and visible from both Main Street and Burnham.

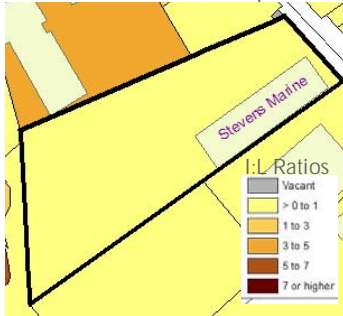
This site may be large enough to accommodate a plaza and a small retail or mixed-use development.

The site might not be large enough to accommodate on-site parking facilities that can be used by retail shoppers and visitors to the public plaza.

Option 3 is not a good location for housing development, the most supportable type of development in DT Tigard for the foreseeable future. The site backs up on Highway 99W and is adjacent to older buildings and uses that are not ideal neighbors for housing.

This site has more access constraints than Options 1, 2 and 4. It is also less accessible to Fanno Park than the other options.

Land Use and Development



Ownership Patterns



Lot Size and Dimensions



Considerations

The Stevens Marine property is removed from downtown Tigard's existing retail concentration on Main Street. Accordingly, the site is not a good location for retail and housing will be the most appropriate and supportable adjacent use.

If housing is developed adjacent to the plaza, it will be necessary to create a buffer (i.e. a small roadway or a walking path) so that the "front door" of the housing project does not open up onto the plaza.

Option 4 is located adjacent to Fanno Park, a significant natural amenity. Therefore, if a plaza is developed on this site, it will have a strong, direct connection to the Park.

Ò ø ã • c ã } * Á Ö ^ ç ^ | [] { ^ } c Á .



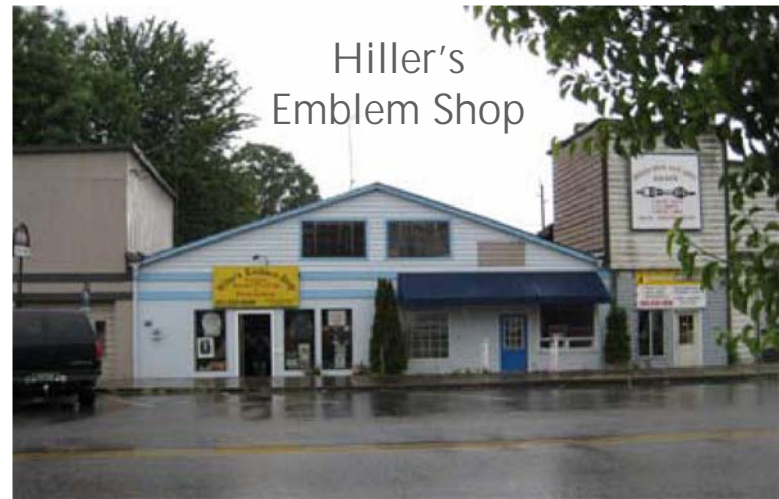
A-BOY



Historic Main Street



Oregon Drive Axle



Hiller's Emblem Shop

Existing Development – Burnham Street

Evergreen Pacific



B & B Print Source



Stevens Marine



U c @ ^ ! Á Ö [, } c [, } Á Ö ^ ç ^ | []

Fanno Creek Park
Walking Path



Crown Carpets



Manor Apartments



LELAND CONSULTING GROUP
Urban Strategists

610 SW Alder Street, Suite 1008, Portland, Oregon 97205
503-222-1600 www.lelandconsulting.com
Portland • Denver • Boston • San Angelo